

The Boatbuilding Industry Has Smooth Sailing Ahead

By REYNOLDS KNIGHT
It's all smooth sailing for the boatbuilding industry. Demand for boats of all sizes and types is so great that boatmakers are turning out 2,000 hulls a day.

Manufacturers expect this to be a record year. So far (this is the mid-point in the industry's October-based model year), volume is up 15 per cent and manufacturer's shipments of boats,

motors, and trailers were more than \$250 million. Oddly enough, one of the most popular craft is the houseboat. Demand is running far ahead of supply. Houseboats, manufacturers

say, have the same speed as fast cruisers because of their inboard-outdrive power. Another factor in their popularity is the roominess of houseboats. Women, particularly, appreciate this aspect.

DEALERS figure that about 70 per cent of houseboat owners once owned cruisers. They switched to

houseboats because they found they could have the same amount of space for one-quarter to one-third the cost of similar space on a big cruiser.

The true measure of the boating industry lies in the sales of little boats. Boatmakers say that buyers of little boats—prams, outboards and sailboats, etc.—generally wind up as owners of bigger boats. Currently unit sales

of little boats and outboards are up 18 per cent.

IS IT better to shift jobs or stay with one company if you want to get to the top?

That question has been debated for many decades without a definite conclusion being reached. Some employment specialists believe it's preferable not to stay too many years with one company; they believe one should move to better positions at other companies.

Others disdain this job-hopping. They think more progress can be made by remaining with one company, particularly if it's in a growth industry.

NOW COME the three top executives of Universal C. I. T. Credit Corp., a finance company, to support the latter view. Each of these took his first job with C.I.T. and has remained with the company ever since.

Alan G. Rude, chairman, has 43 years with the firm; Henry C. Watkins, the president, 32 years; and Glen E. Jorgenson, the executive vice president, also 32 years. They have a combined service record of 107 years.

"Our record obviously contradicts the dictum that executives should hop around from one company to another if they want to get ahead," Rude says. "A better rule is to join a growth company in a growing industry, such as ours, and work your way up."

MANUFACTURERS of archery equipment figure that there are between 6 and 8 million Americans who use the bow and arrow as a hobby. They spend about \$50 million a year on equipment. Business should get better because of the summer olympics, in which bow-and-arrow competition will be held for the first time. . . . A firm reports that it now costs about \$1.3 million to construct a school whose cost was only \$1 million ten years ago.

Automatic transmissions may be the key that foreign auto-makers have needed to unlock a bigger share of the U. S. market, says an auto parts industry spokesman in Detroit.

A reported 32 per cent rise in automobile imports during the first six months of 1968 is due largely to the increasing availability of automatic transmissions on foreign cars, according to John C. Oesterle, group vice president, transmission products for Borg-Warner Corp.

Imports now account for nearly 10 per cent of total U. S. cars sales, about double their share five years ago, he said. Approximately 452,000 foreign cars were sold in the first six months of this year, compared with 191,000 in the similar period of 1963.

"ONE OF the U. S. consumer's major objections to foreign cars has been the 'inconvenience' of manually shifting gears, especially in heavy traffic," Oesterle declared. "A number of people still prefer the foreign auto's traditional 'four-on-the-floor' type of shifting, but there are many who would rather have the convenience of an automatic.

"In fact, about 90 per cent of cars produced in the U. S. are equipped with automatic transmissions," he said. "Automatics are now on almost 25 per cent of foreign autos sold in this country—even though some of the best selling imports are not yet available with the devices. The installation rate on some models is more than 50 per cent, and climbing."

More than 70 foreign car models have Borg-Warner automatics, including those that rank among the best sellers in this country, Oesterle said. The company's production of automatics for foreign cars has increased 400 per cent during the past five years, he added.

THINGS TO COME: The "PourZee" snap-on paint can cover is said to fit any standard one-gallon paint can. It has a drip-proof spout with its own air-tight, snap-on cap permanently attached. The cover is reusable and paint does not stick to it, the manufacturer says.



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